

Entertainment Company

This Entertainment Company was a division of a communications giant responsible for cross-selling satellite TV service to its telephone subscribers.

Challenges

Numerous Marketing Campaigns, Rapidly Changing Marketplace, Multiple Call Types
IRT was able to win the Entertainment Company's business away from one of the top largest call center outsourcers because the Entertainment Company did not feel they were receiving the attention they deserved. Their previous vendor was not proactive with their solutions or their management. The Entertainment Company demanded responsiveness. Their outsourcer had to be able to react quickly to strategic and market changes, implementing program modifications as needed. The Entertainment Company also needed a partner with specific scripting, equipment, programming and pricing offer requirements.

Solution

Robust Script Branching and Cross-Trained Agents

IRT worked with the Entertainment Company to develop a comprehensive transaction within Call Center Studio. The basic format was consistent, allowing our agents to become product and sales experts, even though the specific scripting and offers may vary.

Our Reporting Team developed real-time performance reports on key sales metrics for the overall team and individual agents. These reports were used in conjunction with Sales Incentive programs to reward outstanding performance.

Our robust transaction and reporting allowed us to identify and quantify the Entertainment Company's customer issues and concerns. By understanding the business model and profile of the Administrative Support Group (ASG) at the Entertainment Company, we were able to take on many of the administrative tasks within our team. Having those functions performed at IRT improved efficiencies and simplified the dispute resolution process. We also cross-trained the agent team to handle both Customer Service and Sales calls to maximize resources and allocate available agents based on incoming call volumes.

Result

Improved Sales Conversions, Lowered Cost of Acquisition
of Acquisition.

IRT's solution concentrated on reducing the Entertainment Company's cost of acquisition. We implemented IVR prompting to weed out non-sales type calls. Then with our agents able to focus on their sales skills, our conversions were 2-3 times the rate achieved by the previous vendor. Utilizing the same core group of agents to



A Call Center With A *Difference*

handle both Sales and Customer Service inquiries further reduced the Entertainment Company's acquisition costs.